



CENTRALIZED
APPLICATION
SERVICE

CAS[™]
by LIAISON

The Centralized Application Service (CAS[™]) Community

CAS[™] is a community of like-minded higher ed leaders who work together to drive the industry forward. Through participating in the Centralized Application Service (CAS) Community, members gain access to:

- **Knowledge.** CAS features visual application and enrollment trend reports to facilitate strategic admissions decisions.
- **Connections.** CAS expands members' applicant pools with branded program listings, multi-channel ads and targeted drive-to-apply campaigns.
- **Inspiration.** CAS Community members learn what works — and what doesn't — from peers that are facing the same obstacles and working toward similar goals.
- **Resources.** The CAS Community regularly publishes magazines, ebooks, and white papers and hosts focus groups, webinars and in-person events to facilitate the sharing of industry insights.
- **Support.** The CAS technology is complemented by application processing services and applicant support that saves member institutions time on manual administrative tasks.

Key CAS Benefits

- ✓ Access to knowledge, connections, inspiration, resources and support — all at no cost to your institution
- ✓ Robust, customizable dashboards that make your data actionable, powered by Analytics by Liaison
- ✓ A “plug-and-play” integration platform designed to minimize in-house IT requirements
- ✓ Rapid time to implementation that's measured in weeks
- ✓ Enhanced school/program branding on the streamlined application that prospects expect
- ✓ A global CAS marketplace that increases program visibility, completed applications and best-fit matches
- ✓ A future-proofed applicant pool that maximizes your enrollment potential both domestically and internationally in all conditions

“ One of the things that really attracted me to Liaison was their ability to build communities within and across disciplines at the graduate level. They bring people together who are working with the same set of challenges, issues and budget constraints to share best practices in terms of how being a member of the CAS Community can assist both the students and the institution, but also to have a forum to discuss issues, concepts and ideas.”



DAVID POOLE

Director of Admission



UNIVERSITY
OF MIAMI



CAS at a Glance

Liaison's Centralized Application Service (CAS) is an intuitive, flexible application with up-to-date, visual insights into application and enrollment trends that actively targets your best-fit students. Through discipline-specific microsites that efficiently and effectively broadcast your program, applicants can quickly find and apply to multiple best-fit graduate schools through a single platform.

With application processing and support services CAS streamlines admissions, encourages application completion and provides institution–student connection throughout the entire process.

CAS leverages the “power of partnership” with regular forums for the sharing of novel solutions and best practices in a mutually supportive environment.

Key CAS Features

MARKETING

- ✓ Inclusion in a global directory of programs like yours
- ✓ Professional drive-to-apply campaigns
- ✓ Data with applicant trend insights

APPLICATION SERVICES

- ✓ Test score and foreign credential evaluation
- ✓ Applicant support
- ✓ Document verification and storage

DATA SERVICES

- ✓ Customized data integration
- ✓ Best-in-class data security and privacy
- ✓ Proven data management

COMMUNITY

- ✓ Knowledge from newfound data insights
- ✓ Inspiration from sharing of best practices and solutions
- ✓ Resources from Liaison on timely topics and expert takes

When it's more challenging than ever to achieve your enrollment goals, CAS enables you to take back control for program success.

“Despite the 2020 COVID-19 outbreak — and the concerning trends related to graduate management education applications that predated it — we've seen a 33% increase in applications for Fall 2020. For our Summer Online MBA alone, we saw a 180% increase in applications and a 163% increase in matriculants. Paired with our updates to our graduate management education messaging to address the pandemic for our prospects, BusinessCAS [the CAS for graduate management education programs] is why we were able to confidently navigate through uncertainty without losing our momentum.”



TOBY MCCHESENEY, Ed.D.

Senior Assistant Dean
of Graduate Business Programs



LEAVEY SCHOOL OF BUSINESS
SANTA CLARA UNIVERSITY

When you join our community, CAS becomes your:

Marketing Agency

CAS increases your programs' exposure, leverages outsourced marketing expertise and visualizes trends to expand your applicant pool.

- **Expand your reach with new visibility** in the searchable CAS program directory
- **Drive students to apply** and to finish their applications with engaging automation
- **Make data-driven decisions about your messaging** for smart next-cycle outreach

Enrollment Think Tank

CAS facilitates new collaborations to drive mutual success for all participating schools and applicants.

- **Make data-driven decisions and be more strategic** using benchmarking and reports
- **Try new approaches while mitigating risk** when peers confide what they have tried
- **Act on industry trends** with timely insights from exclusive magazines, ebooks and events

Application Clearinghouse and Support Center

CAS combines highly customizable admissions management technology with processing services to streamline the submission and management of applications.

- **Increase your productivity** by outsourcing administrative admissions tasks
- **Cultivate early matriculant loyalty** with a superior application experience that's easier and quicker
- **Protect your admissions assets** by digitizing, organizing, centralizing and securing all documents

Virtual IT Department

CAS delivers robust, customizable data management tools that save you time, money and IT resources.

- **Protect your data** with software that adheres to industry-standard security protocols
- **Centralize all information assets** with one solution to collect, process, store, integrate and analyze datasets
- **Allocate resources effectively** with an intuitive platform that admissions and enrollment staff can manage

With CAS, you can focus on what really matters:
recruiting and engaging tomorrow's leaders.

CALCULATE HOW MUCH TIME AND MONEY YOU'LL SAVE NOW.